

We claim:

1. An electronic commerce website manager on a server computer comprising:
  - a plurality of servlets, wherein each servlet implements an e-commerce function;
  - 5 a servlet engine for invoking one of the plurality of servlets;
  - a database in communication with the servlet function;
  - means for receiving a web page from a client wherein the web page is comprised of at least one HTML tag and the HTML tag is a placeholder for one of the servlet functions; and
  - 10 means for invoking the servlet corresponding to the servlet function referenced by the HTML tag.
2. The electronic commerce website manager of claim 1 further comprising a front end administrator for communication with a user.
- 15 3. The electronic commerce website manager of claim 2 further comprising a back end administrator for communication with a system administrator.
4. The electronic commerce website manager of claim 3 wherein the back end administrator provides business administration functions.

5. The electronic commerce website manager of claim 4 wherein the administration functions are comprised of one of: IP-based user tracking for accessed pages, backend user control, database modification, remote configuration, inventory control, or database reporting.

6. The electronic commerce website manager of claim 1 further comprising providing predefined names for embedding in a name of a page of a user's website.

10 7. The electronic commerce website manager of claim 1 further comprising means for interpreting a servlet tag on a user's webpage.

8. The electronic commerce website manager of claim 7 wherein the servlet tag on the user's webpage corresponds to a provided e-commerce function.

15 9. The electronic commerce website manager of claim 8 wherein an e-commerce function corresponds to one of a shopping cart, a purchase order request, a product comparison function, credit card validation, payment, automatic email order confirmation, purchase order validation, order completion, Return Merchandise Authorization (RMA), or an automated shipping & tracking system.

10. A method for managing an E-commerce website comprising:
- receiving a user's webpage named according to a predefined name and having a tag linking the user's webpage to an e-commerce function;
- 5       invoking the e-commerce function corresponding to the received tag;
- accessing a database to process the e-commerce function;
- sending a response to the user;
- wherein an e-commerce function is comprised of one of: a shopping cart, a purchase order system, a product comparison function, credit card validation and
- 10      payment, automatic e-mail order confirmation, purchase order validation or order completion.